

FAIRS NEWSLETTER – 2012

2012 Fair Dates

The 2012 fair dates are available on the TDA website at www.picktnproducts.org.

Tennessee Fair Facts:

- Approximately 3 million people visited Tennessee fairs in 2011
- Fairs paid out \$1 million in agricultural premiums to exhibitors
- Over 202,000 agricultural exhibits at fairs
- Over 71,000 agricultural exhibitors at all fairs
- Fairs had approximately \$11 million in gross receipts last year
- Over 14,500 volunteers put in over 415,000 volunteer hours at all fairs in 2011.

2013 Tennessee Association of Fairs Convention

The 91st annual convention of the Tennessee Association of Fairs will be held January 17-20, 2013, at the Nashville Airport Marriott, Nashville, TN. For more information contact the TAF at 931-438-7242. The annual convention will include national speakers, educational workshops, 15th annual Fair Showcase, agricultural competitions, trade show, auction, entertainment showcases, and State Fairest of the Fair competition. One of the highlights will be the fairs Merit Awards banquet where approximately 62 fairs will compete for state and regional awards in the categories of champion, runners-up, and most improved.

TENNESSEE ASSOCIATION OF FAIRS Convention 2012 ...

With the theme, *“Agriculture & Fairs – The Best thing Going”*, the 90th annual convention of the Tennessee Assn. of Fairs was held Jan. 19-21, 2012, at the Nashville Airport Marriott Hotel. Over 900 fair member volunteers from 62 county and regional and state fairs participated in the convention that featured national speakers, educational workshops, various competitions, and musical showcases.

The convention featured the 14th *Annual Fair Showcase* exhibits and competitions, the Award of Merit recognitions, and the closing evening awards banquet with the highly anticipated announcement of winning Tennessee fairs for 2011. Winners are listed below.

The 91st Annual Convention of the Tennessee Assn. of Fairs will be held January 17-20, 2013, in Nashville. For more information on the Tennessee Assn. of Fairs contact Emily Pitcock, Executive Sec., 123 Clark Mill Road, Fayetteville, TN 37334, or visit their website at www.tennesseefairs.com.

2011 Fair Awards...January 21, 2012

The Cumberland County Fair in Crossville was named the prestigious Champion of Champions for 2011 during the 90th annual convention of the Tennessee Assn. of Fairs in Nashville on January 21, 2012. The awards are sponsored annually by the Tennessee Department of Agriculture and the Tennessee Association of Fairs, the state organization representing Tennessee's fair industry.

Fifty-six of the state's top county fairs were recognized with the “Award of Merit” based on overall operations, educational value and promotion of local interest in agriculture and community spirit. Other 2011 Winners were:

Division A

State Champion: Smith County Fair, Smithville
1st runner-up: Morgan County Fair, Wartburg
2nd runner-up: Benton County Fair, Camden
Most Improved: Clay County Fair, Celina

Division AA

State Champion: Henry County Fair, Paris
 1st runner-up: Dyer County Fair, Dyersburg
 2nd runner-up: Middle Tennessee District Fair, Lawrenceburg
 Most Improved: Cheatham County Fair, Ashland City

Division AAA

State Champion Gibson County Fair, Trenton
 1st runner-up: Jefferson County Fair, Jefferson City
 2nd runner-up: Anderson County Fair, Clinton
 Most Improved: Sevier County Fair, Sevierville

Premiere Awards:

Champion Lincoln County Fair, Fayetteville
 Division A Fentress County Agricultural Fair, Jamestown
 Division AA Obion Co. Fair, Union City

The Smith County Fair, Henry County Fair, and Gibson County Fair will compete in November 2012 for State Champion of Champions for 2012.

2012 Fair Showcase Highlights Fair Promotions & Ideas

The 14th Annual Fair Showcase competition, sponsored by the Tennessee Department of Agriculture and the Tenn. Association of Fairs, was held during the TAF Annual Convention January 2012. Forty counties participated in this event. The Fair Showcase featured a record 547 entries competing in 45 categories for over \$3,300 in ribbons, trophies and prize money. The TAF awarded \$50 for 1st place, \$20 for 2nd Place, and \$10 for 3rd place for these educational entries and exhibits. Each 1st place winner also received a trophy. Category and fair winners are:

13th Annual Fair Showcase Competition Winners

Category	1st Place	2nd Place	3rd Place
Premium Book	Williamson Co. Fair	Henry Co. Fair	Macon Co. Fair
Premium Tabloid	Wilson Co. Fair	Cheatham Co. Fair	Cocke Co. Fair
Fair Brochure	Anderson Co. Fair	Tennessee Valley Fair	Williamson Co. Fair
Showbill	Wilson Co. Fair	Hickman Co. Fair	Foothills Country Fair
Flyer	Overton Co. Fair	Jefferson Co. Fair	Cocke Co. Fair
Fair Poster	Wilson Co. Fair	Williamson Co. Fair	Jefferson Co. Fair
Letterhead	Lauderdale Co. Fair	Rhea Co. Fair	Franklin Co. Fair
Envelope	Lauderdale Co. Fair	Rhea Co. Fair	Franklin Co. Fair
Scrapbook "A" Div.	Bledsoe Co. Fair	Fentress Co. Fair	Sequatchie Co. Fair
Scrapbook AA Div.	Lincoln Co. Fair	Warren Co. Fair	Cocke Co. Fair
Scrapbook AAA Div.	Greene Co. Fair	Jefferson Co. Fair	Wilson Co. Fair

Scrapbook Regional Div.	Tenn. Valley Fair	----	----
Pick Tenn. Products (Exhibit Photo)	Coffee Co. Fair	Lincoln Co. Fair	Warren Co. Fair
Decorative & Ornamental gourds	Sequatchie Co. Fair	Macon Co. Fair	Wilson Co. Fair
Pieced quilt (hand pieced & hand quilted)	Wilson Co. Fair	Franklin Co. Fair	Macon Co. Fair
Pieced quilt (machine pieced & machine quilted)	Wilson Co. Fair	Macon Co. Fair	Coffee Co. Fair
Fair Display - free standing	Rhea Co. Fair	Morgan Co. Fair	Henry Co. Fair
Fair Display - table top	Wilson Co. Fair	Sevier Co. Fair	Macon Co. Fair
Other fair promotional items	Wilson Co. Fair	Warren Co. Fair	Cocke Co. Fair
Best Season Pass	Foothills Country Fair	Lincoln Co. Fair	Anderson Co. Fair
Best Fair Theme	Lauderdale Co. Fair	Bledsoe Co. Fair	Henry Co. Fair
Website page	Anderson Co. Fair	Foothills Country Fair	Coffee Co. Fair
Video	Gibson Co. Fair	Sevier Co. Fair	Dyer Co. Fair
Creative Fair Idea (Agricultural)	Cheatham Co. Fair	Cocke Co. Fair	Wilson Co. Fair
Creative Fair Idea (other than agriculture)	Gibson Co. Fair	Lauderdale Co. Fair	Foothills Country Fair
Fair Hat - screen printed theme	Cocke Co. Fair	Franklin Co. Fair	-----
Fair Hat - screen printed logo	Smith Co. Fair	Franklin Co. Fair	Cocke Co. Fair
Fair Hat - embroidered theme	Cocke Co. Fair	Wilson Co. Fair	Rhea Co. Fair
Fair Hat - embroidered logo	Houston Co. Fair	Franklin Co. Fair	Greene Co. Fair
Fair T-shirt - screen printed theme	Franklin Co. Fair	Gibson Co. Fair	DeKalb Co. Fair
Fair T-shirt - screen printed logo	Anderson Co. Fair	Sequatchie Co. Fair	Henry Co. Fair
Fair T-shirt - embroidered theme	Franklin Co. Fair	Cocke Co. Fair	Cheatham Co. Fair
Fair T-shirt embroidered logo	Cheatham Co. Fair	Tennessee Valley Fair	Lauderdale Co. Fair
Denim shirt -collar screen printed theme	Cocke Co. Fair	Franklin Co. Fair	Fentress Co. Fair
Denim shirt - collar screen printed logo	Cocke Co. Fair	Franklin Co. Fair	Fentress Co. Fair
Denim shirt -collar, embroidered theme	Jefferson Co. Fair	Lauderdale Co. Fair	Franklin Co. Fair
Denim shirt - collar, embroidered logo	Cheatham Co. Fair	Lauderdale Co. Fair	Gibson Co. Fair
Fair shirt - collar, screen printed theme	Cocke Co. Fair	Rhea Co. Fair	Franklin Co. Fair

Fair shirt - collar, screen printed logo	Franklin Co. Fair	Rhea Co. Fair	Cheatham Co. Fair
Fair shirt - collar, embroidered theme	Franklin Co. Fair	Cocke Co. Fair	Lincoln Co. Fair
Fair shirt - - collar, embroidered logo	Anderson Co. Fair	Coffee Co. Fair	Franklin Co. Fair
Recycled Product	Sequatchie Co. Fair	Wilson Co. Fair	Franklin Co. Fair
PowerPoint	Wilson Co. Fair	Lincoln Co. Fair	Overton Co. Fair
Most Outstanding Entry - Winner	Sequatchie Co. Fair		

Fair History

Tennessee fairs began, when in 1854, the Bureau of Agriculture in Tennessee (now known as the Tenn. Dept. of Agriculture) was established for the primary purpose to promote in every practical manner, the industry of agriculture through fairs and livestock shows. Tennesseans answered the call in 1854 by the U. S. Agricultural Society in Washington, D.C. that saw the needs and concerns of farmers and planters about soil conservation, diversifying crops and transporting agricultural products to the market. State legislative acts were passed that provided funds for the fairs to begin. For over a century, fairs have survived wars, epidemics, economic depressions, fires and social revolutions. Through all this, agricultural fairs have managed to maintain their high reputation for youth and adult agriculture involvement, fun, fascination, excitement, education and amusement.

In Tennessee, nine fairs have been recognized by the Tennessee Department of Agriculture, as being *Century Fairs*, those agricultural fairs in the state that have been in continuous fair operation for 100 years or more.

In 2003, seven Tennessee fairs received *Century Fair* distinction: Those fairs receiving the certificate of honor, their location and the year of their first fair are:

Anderson County Fair, Clinton, TN, 1889
Coffee County Fair, Manchester, 1857
DeKalb County Fair, Alexandria, 1856
Gibson County Fair, Trenton, 1855
Mid-South Fair, Memphis, 1856
West Tennessee State Fair, Jackson, 1855, and
White County Fair, Sparta, 1855.

The above fairs received permanent bronze markers during ceremonies at each fairgrounds commemorating each as a *Century Fair* in Tennessee. Each fair received the plaque installed permanently on their fairgrounds.

In 2004, the **Lincoln County Fair** in Fayetteville received the Century Fair designation honor and bronze marker. The Lincoln County Fair hosted several special events during the fair to celebrate 100 years, the fair having begun in 1904.

The **Tennessee State Fair**, Nashville, commemorated 100th anniversary of their fair in 2005, and received the *Century Fair* award and permanent bronze marker during the 2010 fair.

In 2010, the **Middle Tennessee District Fair** became 100 years old, and is celebrating throughout the fair years 2011 and 2012.

Future plans are to further document the history of fairs with a *Century Fair* exhibit in Nashville.

Longevity of Tennessee Fairs: The following are the number of fairs for the brackets of years the fairs have been in continuous operation (with the exception of the Civil War):

Over 150 years – 5 fairs	50-60 years -- 6 fairs
125-150 years -- 1 fair	40-50 years -- 1 fair
100-125 years -- 5 fairs	30-40 years -- 3 fairs
90-100 years -- 3 fairs	20-30 years -- 2 fairs
80-90 years -- 8 fairs	10-20 years -- 5 fairs
70-80 years -- 3 fairs	5-10 years -- 3 fairs
60-70 years --10 fairs	Less than 5 years -- 4 fairs

Fair Attendance Steady

The 2011 Tennessee fair season ended on October 1st with the majority of fairs statewide seeing a steady number in attendance. The majority of the fairs saw clear, presentable, sunny weather for fairs. Fair officials though, report increase in agricultural exhibits and participation, various new activities, attractions, entertainment and opportunities offered by the fairs in our state. The number of volunteers at Tennessee fairs was up last year by 500 more volunteers, bringing the total to over 14,500 volunteers. For 15 weeks, beginning in June, 59 county and 3 regional fairs dotted the Tennessee countryside attracting approximately 3 million visitors.

Fairs offered participants opportunities to exhibit livestock and agricultural products and to educate the public about agriculture in Tennessee. Fair staff and volunteers planned, worked and prepared tirelessly for the 2011 fair season. The year-long preparations result in wholesome family fun and education for people of all ages. And this all comes to the visitors in an atmosphere where agriculture, industry and most importantly, people, converge to celebrate the crops from the land, the experiences of family livestock operations, and the exciting sights, smells and sounds of the fairs.

N.A.A.F.A.

The National Association of Agricultural Fair Agencies is an organization of members from the state departments of agriculture and fair associations. This organization was founded for the purpose of promoting fairs and shows with an educational emphasis, as well as to develop a closer working relationship among state agencies. These members are involved in the administration of fair programs to benefit the fairs in respective states. Currently members of NAAFA represent 18 states.

2011-12 N.A.A.F.A. Officers

President: Max Fitzpatrick, Johnson County Fair, Franklin, Indiana; and the Indiana Association of Fairs, Festivals and Events

Vice-President: Pending position

Sec.Treasurer: Lynne Williams, Tenn. Dept. of Agriculture

Immediate Past President: Bob Williams, Wisconsin Dept. of Agriculture

To receive the NAAFA newsletter or receive more information on the NAAFA organization, contact: Lynne Williams, Secretary, N.A.A.F.A., c/o Tenn. Dept of Agriculture, P. O. Box 40627, Nashville, TN 37204.